

AMENDMENT TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

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1 – 34 (Withdrawn)

35. (New) A method for exchanging product data between a merchant site having a merchant database and a partner site having a partner database which communicate via a clearinghouse site having a clearinghouse database, the method comprising:

C 1 forwarding from the clearinghouse site to the merchant site a first registration document that specifies a database format for use by the merchant site in transmitting product data to the clearinghouse site;

receiving at the clearinghouse site product data extracted from the merchant database, the extracted product data having been placed by the merchant site into database fields that comply with the database format specified in the first registration document;

storing the product data received from the merchant site in the clearinghouse database;

receiving at the clearinghouse site a second registration document that specifies a database format for use by the clearinghouse site in transmitting product data to the partner site; and

transmitting from the clearinghouse site to the partner site product data extracted from the clearinghouse database, the extracted product data having been placed by the clearinghouse site into database fields that comply with the database format specified in the second registration document whereby the product data is storable in the partner site database and thereafter made accessible for providing a consumer visiting the partner site with information concerning merchant site product offerings.

36. (New) The method as recited in claim 35, wherein the first registration document specifies an electronic delivery method and wherein the clearinghouse site receives the product data extracted from the merchant database via the specified electronic delivery method.

37. (New) The method as recited in claim 35, wherein the second registration document specifies an electronic delivery method and wherein the clearinghouse site transmits the product data extracted from the clearinghouse database to the partner site via the specified delivery method.

C 38. (New) The method as recited in claim 35, comprising transmitting from the clearinghouse site to the partner site a link ID which correlates the partner site to the merchant site from which the product data was originally extracted.

39. (New) The method as recited in claim 38, comprising transmitting from the clearinghouse site to the partner site a URL which leads, via the clearinghouse site, to a web page maintained by the merchant site.

40. (New) The method as recited in claim 39, wherein the URL includes the link ID.

41. (New) The method as recited in claim 40, wherein the URL leads to an order entry Web page maintained by the merchant site.

42. (New) The method as recited in claim 41, comprising transmitting a cookie from the clearinghouse site to a computer operated by a consumer in response to a consumer activating the URL.

43. (New) The method as recited in claim 35, wherein the first registration document is forwarded from the clearinghouse site to the merchant site in response to a request to create an account for the merchant site at the clearinghouse site

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44. (New) A readable medium for use in exchanging product data between a merchant site having a merchant database and a partner site having a partner database which communicate via a clearinghouse site having a clearinghouse database, the instructions performing steps comprising:

forwarding from the clearinghouse site to the merchant site a first registration document that specifies a database format for use by the merchant site in transmitting product data to the clearinghouse site;

receiving at the clearinghouse site product data extracted from the merchant database, the extracted product data having been placed by the merchant site into database fields that comply with the database format specified in the first registration document;

storing the product data received from the merchant site in the clearinghouse database;

receiving at the clearinghouse site a second registration document that specifies a database format for use by the clearinghouse site in transmitting product data to the partner site;  
and

transmitting from the clearinghouse site to the partner site product data extracted from the clearinghouse database, the extracted product data having been placed by the clearinghouse site into database fields that comply with the database format specified in the second registration document whereby the product data is storable in the partner site database and thereafter made accessible for providing a consumer visiting the partner site with information concerning merchant site product offerings.

45. (New) The readable medium as recited in claim 44, wherein the first registration document specifies an electronic delivery method and wherein the clearinghouse site receives the product data extracted from the merchant database via the specified electronic delivery method.

46. (New) The readable medium as recited in claim 44, wherein the second registration document specifies an electronic delivery method and wherein the clearinghouse site transmits the product data extracted from the clearinghouse database to the partner site via the specified delivery method.

47. (New) The readable medium as recited in claim 44, wherein the instructions perform the step comprising transmitting from the clearinghouse site to the partner site a link ID which correlates the partner site to the merchant site from which the product data was originally extracted.

48. (New) The readable medium as recited in claim 47, wherein the instructions perform the step comprising transmitting from the clearinghouse site to the partner site a URL which leads, via the clearinghouse site, to a web page maintained by the merchant site.

49. (New) The readable medium as recited in claim 48, wherein the URL includes the link ID.

50. (New) The readable medium as recited in claim 49, wherein the URL leads to an order entry Web page maintained by the merchant site.

51. (New) The readable medium as recited in claim 50, wherein the instructions perform the step comprising transmitting a cookie from the clearinghouse site to a computer operated by a consumer in response to a consumer activating the URL.

52. (New) The readable medium as recited in claim 44, wherein the first registration document is forwarded from the clearinghouse site to the merchant site in response to a request to create an account for the merchant site at the clearinghouse site

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